

cancelled and new Claims 15-32 have been added. Claims 15-32 include the subject matter of original Claims 1-14 in different form. No narrowing amendments have been made and no new matter has been added.

We respectfully submit that the solicited claims fully satisfy 35 USC § 112, second paragraph. New Claims 15-32 have been provided, which do not include the terms “and/or” and positively recite each step and element thereof, based upon the Examiner’s helpful comments. We respectfully submit that the solicited claims fully comply with the US rules of practice, and, accordingly, respectfully request that the rejection under 35 USC §112 be withdrawn.

Turning to the merits of the invention, conventional systems for providing game information on a TV screen have had the significant disadvantage that because the announcement of the key code has been restricted to the blank spaces between the TV program and commercials or to a pre-announced portion of the program, clever viewers have been able to sit in readiness for the announcement of the game key code without having to watch the majority of the program or commercials. (See Specification, page 2).

Applicant has solved this problem by developing a novel system for announcing a key code to TV viewers in which a key code containing a plurality of descriptive elements are transmitted in succession to the viewer’s TV screen during selected time slots during a TV program and TV commercial spot.

We respectfully submit that the solicited claims are not anticipated by nor obvious in light of Llenas. Llenas discloses a TV game for entertaining viewers between TV programs and commercials. The system disclosed in Llenas requires the introduction of game clues and information into the blank spaces inserted between TV programs and commercials. These blank spots are unique to US TV service and are required to enable the changeover between programs in different parts of the United States when there is a joint transmission in addition to local and regional transmissions.

The system disclosed in Llenas requires the detection of these blank spaces and the selection of one of the blank spaces for the insertion of the game information itself. The game information includes introductory information, game clues, and instructions. Such a system has the significant disadvantage that these blank spaces are known to viewers and many viewers use these blank spaces as an opportunity to change the channel or to take a break from their television viewing. Thus, the organization broadcasting and sponsoring the game loses a good number of possible participants.


In sharp contrast to Llenas, the system of the present invention provides a key code for the game, which enables selected viewers to then play the game over a telecommunication network. Moreover, the key code is transmitted in succession during at least one of a TV program and commercials (not in between them as in Llenas). Consequently, fewer viewers and participants are lost, because the viewers must watch the majority of the program and commercial to obtain the complete key

code. This is in sharp contrast to the system disclosed in Llenas, in which viewers would avoid the game information.

Llenas nowhere teaches the use of a successive key code for participating in the game (which is played over the telecommunication network), as in the claimed invention. Llenas instead discloses the transmission of the game information. And Llenas teaches away from the use of a key code during the TV program and commercials, because it specifically requires the game information to be inserted into the blank spaces between the programs and commercials. Accordingly, we respectfully request that the rejection under 35 USC § 102(b) be withdrawn.

For the reasons set forth above, we respectfully submit that the solicited claims are clearly patentable over the prior art and that the Application is in proper condition for allowance, which action is respectfully requested.

Respectfully submitted,

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